



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

December 16, 2019

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Mr. Tony Herber
Regulatory Agent for,
The Clorox Company
c/o PS&RC
P. O. Box 493
Pleasanton, CA 94566-0803

Subject: Notification per PRN 98-10 – To revise marketing claims
Product Name: Tail
EPA Registration Number: 5813-123
Application Date: November 20, 2019
Decision Number: 557702

Dear Mr. Herber:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

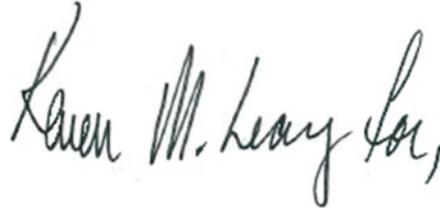
The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

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If you have any questions, you may contact Karen M. Leavy at (703)-308-6237 or via email at Leavy.Karen@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Karen M. Leavy, Esq.". The signature is written in a cursive style with a large initial "K" and a long, sweeping underline.

Eric Miederhoff
Product Manager 31
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Label identification

Tail, EPA Reg. No. 5813-123

RC479020

12:50 11/14/19

NOTIFICATION

5813-123

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

12/16/2019

Formatting notes (applicable for all claims)

Now[!] -and/or- **Newl[y][!]** -and/or- **Improved[!]** may be added anywhere to a claim and will only be used for the first 6 months of product on shelf.

Optional text may be placed anywhere on the label -and/or- container.

Bold, italicized text is information for the reader and is not part of the label.

Bracketed information is optional text.

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&". Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

All directions may be written in numbered form or in paragraph form.

All use surfaces and/or use sites on the label may be listed in conjunction with an image of the use surface and/or use site.

Highlighted text is new. Strike-through text means removed.

Tail

KEEP OUT OF REACH OF CHILDREN

DANGER: Corrosive SEE BACK -or- SIDE PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS.

FIRST AID: IF IN EYES: Hold eye open and rinse slowly and gently with water for 15–20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15–20 minutes. Call a poison control center or doctor for treatment advice. **IN ALL CASES:** Call a poison control center or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. Clorox information line: 1-888-797-7225.

ACTIVE INGREDIENTS:

Alkyl (50% C14 40% C12 10% C16)	
Dimethyl Benzyl Ammonium Chloride	1.480%
Didecyl Dimethyl Ammonium Chloride	0.555%
Octyl Decyl Dimethyl Ammonium Chloride ...	1.110%
Diocetyl Dimethyl Ammonium Chloride	0.555%
OTHER INGREDIENTS:.....	96.300%
TOTAL:	100.000%

Net Contents _____

Contains no phosphorus

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

DANGER: Corrosive. Causes irreversible eye damage and skin burns. Do not get in eyes, on skin, or on clothing. Wear gloves and protective eyewear. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove contaminated clothing and wash before reuse.

FIRST AID: IF IN EYES: Hold eye open and rinse slowly and gently with water for 15–20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15–20 minutes. Call a poison control center or doctor for treatment advice. **IN ALL CASES:** Call a poison control center or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. Clorox information line: 1-888-797-7225. Note to Physician: Probable mucosal damage may contraindicate the use of gastric lavage.

Company Information

Satisfaction Guaranteed

Satisfaction Guaranteed! At Clorox, we have prided ourselves in making consistent quality products for [over -or- more than] 100 -or- *insert number* years, and we are dedicated to ensuring your total satisfaction with our product. If you are not completely satisfied, please call the number below.

Clorox Customer Assistance (800) 292-2200

Any Questions? The experts at Clorox are standing by to answer any of your laundry or household cleaning questions.

“Clorox” is a registered trademark of The Clorox Company.

Bottle shape is a registered trademark of the Clorox Company.

[Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox] -or-

Visit us at www.clorox.com

For more [product -and/or- ingredient] information, visit www.IngredientsInside.com -or- www.smartlabel.org.

For [a] Spanish translation of product directions -or- instructions -or- information, visit www.clorox.com.

For SDS information, please visit www.clorox.com.

Questions [? -or- or] Comments? or Call [Toll Free] (888) 797-7225 -or- (800) 227-1860 -or- 1-800-292-2200 -or- *insert toll free number*

Write us at:

Clorox Consumer Services

P.O. Box 24305

Oakland, CA 94623

EPA Reg. No. 5813-123

EPA Est. No. 5813-CA-3 (A8), CA-6 (TPP), GA-1 (A4), GA-2 (VG), IL-2 (VF); 8251-OH-1 (Q6); 9019-OH-2 (6M); 58455-IN-1 (C6), IN-2 (01); 71681-GA-1 (JQ), IL-1 (03), IL-2 (24); 74750-GA-1 (JJ)

Beginning of batch code indicates Est. No.

Patents: www.thecloroxcompany.com/patents

For Puerto Rico only

EPA Est. No. 5813-PR-1

Mfd. for The Clorox Company, 1221 Broadway, Oakland, CA 94612.

©YYYY Made in [the] U.S.A. [of global components -and/&/or- ingredients.]

For Puerto Rico only

Ave. Chardon, #350, Torre Chardon, Suite 1155, San Juan, PR 00918.

Made in Puerto Rico [of global components -and/or- ingredients.]

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Do not mix with laundry detergents in the main wash compartment. Use this product in the rinse cycle exclusively. Can be used on most washable fabrics. Not intended for use on silk or wool. Do not use on materials that cannot be washed in washing machines.

To Sanitize: Add to rinse cycle and leave product in [contact -or- with articles -or- rinse cycle] for 16 min[utes].

For [H[igh] E[fficiency] -or- Front Load] Machines: Add 3.3 fl oz -or- 1 capful filled to level -or- line 2 [of the dosing cup] **or equivalent to 8.5 mL this product, adding water to a total of 1 L** to the fabric softener compartment -or- drawer [of the washing machine] or directly to your rinse cycle wash. [If total amount does not fit, add the remaining amount into the compartment -or- drawer when rinse cycle wash begins.]

For [Standard -or- Top Load] Machines: Add 14.9 fl oz -or- 4 capfuls each filled to level -or- line 2 [of the dosing cup] and 1 capful filled to level -or- line 1 each **or equivalent to 7 mL this product, adding water to a total of 1 L** to the fabric softener compartment -or- drawer [of the washing machine] or directly to your rinse cycle wash. [If total amount does not fit, add the remaining amount into the compartment -or- drawer when rinse cycle wash begins.]

To Deodorize -or- Remove Odors [For -or- In H[igh] E[fficiency] -or- Front Load] Machines: Add 1.7 fl oz -or- 1 capful [each] filled to level -or- line 1 of the dosing cup] to the fabric softener compartment -or- drawer [of the washing machine] or directly to your rinse cycle wash. [If total amount does not fit, add the remaining amount into the compartment -or- drawer when rinse cycle wash begins.]

To Deodorize -or- Remove Odors [For -or- In Standard -and/or- Top Load] Machines: Add 3.3. fl oz -or- 1 capful [each] filled to level -or- line 2 [of the dosing cup] to the fabric softener compartment -or- drawer [of the washing machine] or directly to your rinse cycle wash. [If total amount does not fit, add the remaining amount into the compartment -or- drawer when rinse cycle wash begins.]

To Open Child Resistant Cap -or- Closure: Squeeze -or- [De]Press -or- Pinch -or- Push [in] -or- Grasp -or- Force -or- Put Pressure on -or- Crush [sides] -or- Lift [up] sides [of cap -or- closure] where symbols indicate and turn counterclockwise. To reseal -or- To close [tightly], turn -or- move -or- force -or- twist -or- wind -or- coil -or- twirl -or- bend -or- rotate [cap -or- closure] clockwise -or- left [until locked closed]. Close tightly.

STORAGE AND DISPOSAL: Store away from children. Reclose cap tightly after each use. Store [this product] upright in a cool, dry area, away from direct sunlight and heat. Store in the original container. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

Optional graphics (may be place anywhere on label)



Antimicrobial Claims

- 2-In-1⁶ [Solution]: Sanitize[s] and Deodorize[s] -or- Sanitization and Deodorization
- 2-In-1⁶: Softens and Sanitizes
- 16 min[utes] kills 99.9% of bacteria on fabrics
- A partner to remove bacteria {with use in the rinse cycle after detergent}
- [Also] Kills -or- Eliminates -or- Removes 99.9% of bacteria {in your laundry}
- An effective laundry sanitizer [for use on *insert fabric(s) from Table 3*]
- An effective penetrating sanitizer for fabrics
- Antimicrobial action to kill bacteria growth in the rinse cycle
- Bacteria kill & freshness in just one -or- 1 step
- Bacteria kill with minimum effort
- Better freshness -and/or- Sanitizing Laundry -and- [tough] odor removal made easy
- [Can be used] to sanitize -or- for sanitization {of fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- activewear}
- Cleans -and/or- Sanitizes without the smell of [chlorine] bleach
- **Penetrate Cleans** deep **in fibers** to lift and removes -or- attacks -or- eliminates -or- kills -or- reduces tough odors from linens -and/or- active wear -and/or- clothes
- Contains active ingredients to kill bacteria
- Controls pet odors caused by bacteria [by killing [99.9% of] odor-causing bacteria]
- **Penetrates Deep cleans** -and/or- inside fabrics to remove -or- attack -or- eliminate -or- kill -or- reduce tough odors at their source
- **Penetrates Deeps cleans** fibers to release -or- remove [locked-in -and/or- tough] odors
- Designed to remove -or- attack ~~-or- eliminate~~ -or- kill -or- reduce pet odors [by killing [99.9% of] odor-causing bacteria]
- Don't just wash it -or- the laundry, sanitize it
- Don't mask odors, this product kills 99.9% of odor-causing bacteria
- Effective against Klebsiella¹ and Staphylococcus² on fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- activewear
- Fiber-penetrating formula gets to the source [of odor -or- Laundry Sanitization] by killing {99.9% of} odor-causing bacteria
- Finally remove -or- attack -or- eliminate -or- kill -or- reduce [the] odors that linger wash after wash
- Finally remove -or- attack -or- eliminate -or- kill -or- reduce [the] odors you dread -or- that linger
- Gets deep into linen fabrics to remove [99.9% of] odor-causing bacteria
- Gets inside bacteria where detergents don't
- Gets rid of malodor sources without changing detergent
- Gets the bacteria that detergents leave behind
- Gets to the heart of [the] tough[est] odors [by killing {99.9% of} odor-causing bacteria]
- Gives you reassurance that you are eliminating the source of tough odors in your fabrics
- Great laundry experience [vs. detergent alone]
- Hard on bacteria and gentle on your fabrics
- Helps -or- Defends [your] clothing -or- clothes from cross-contamination between treated materials in the washer -or- washing machine
- Ideal to use for bacteria kill on scrubs
- Keep fabrics smelling fresher longer [by killing 99.9% of bacteria that causes odors]
- Keep the freshness not the bacteria
- Keeps fabrics smelling fresher longer [by killing 99.9% of odor-causing bacteria]
- Keeps odors from coming back by killing 99.9% bacteria
- Kill and wash away 99.9% of bacteria
- Kill bacteria without scrubbing so you can spend more time with your family
- Kill the bacteria without unpleasant smell -or- odor
- Kills -or- destroys -or- reduces 99.9% of [household] bacteria on fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear
- Kills -or- Eliminates 99.9% of bacteria on clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear [leaving behind a [light -or- sunny -or- sun-dried -or- Fresh -or- clean] scent -or- fragrance]
- Kills [99.9 % of] bacteria that cause odors [on fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear]
- Kills 99.9% bacteria [trapped -and/or- locked] on fabrics -and/or- towels -and/or- linens -and/or- sheets -and/or- activewear]
- Kills 99.9% of bacteria that could be found in laundry
- Kills 99.9% of bacteria and freshens fabrics with every use
- Kills 99.9% of bacteria for a [true] -and/or- deep clean
- Kills 99.9% of bacteria in rinse [cycle]
- Kills 99.9% of bacteria that causes [pet] odors
- Kills 99.9% of bacteria to prevent odors
- Kills 99.9% of bacteria to reduce the transmission from treated clothing to clothing -or- treated garment to garment in the same wash -or- load
- Kills 99.9% of bacteria while remaining gentle -and/or- soft on [your -or- all -or- most] clothes -and/or- fabrics
- Kills 99.9% of bacteria without the smell of bleach
- Kills 99.9% of *insert organism(s) from Organism Table* [in 16 min[utes]]
- Kills 99.9% of *insert organism(s) from Organism Table* on [everyday] fabrics -and/or- clothes -and/or- socks in 16 min[utes]
- Kills 99.9% of odor-causing bacteria for a complete clean
- Kills [99.9 % of] odor-causing bacteria [on fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear]
- Kills 99.9% of Staph² on fabrics -and/or- daily wear fabrics -and/or- everyday fabrics -and/or- clothes -and/or- socks
- Kills 99.9% of Staphylococcus aureus that may cause skin infections
- Kills 99.9% of the bacteria you can't see
- Kills -or- Attacks odors at the source
- Kills -or- removes [99.9%] [odor-causing] bacteria [including those -or- that] laundry detergents [may -or- can] leave behind

- Kills the odor bacteria that detergents can't -or- don't
- Kills the source of odors
- Knocks out bacterial stink all day
- More than a cover up, **this product** removes ~~-or- eliminates~~ -or- attacks -or- reduces [tough] odors at their source!
- [More than just clean] Fresh, reset: [clean,] sanitized -and/or- deodorized [odor-free]
- Most detergents mask odors, this product attacks -or- eliminates the source
- Neutralizes pet odors -or- smells like those caused by cats and dogs [by killing [99.9% of] odor-causing bacteria]
- Not a perfume -or- scent cover-up
- Odors don't come back {based on laundry sanitization}
- Odors don't return because their source doesn't exist {based on laundry sanitization}
- Perfect for removing -or- attacking -or- eliminating -or- killing -or- reducing your -and/or- tough[est] odors at the source!
- Reduces bacteria transfers between treated materials[:][sheets -and/or- pillows -and/or- towels -and/or- blankets -and/or- fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear] in the washing machine
- Prevents odors at the source
- Protects from odor bloom by removing -or- eliminating -or- killing {99.9% of} bacteria
- Proven to kill [odor-causing] bacteria the first time
- Reduces odor-causing bacteria [on fabrics -and/or- clothes -and/or- laundry -and/or- towels -and/or- linens -and/or- sheets -and/or- active-wear]
- Refreshes clothes -and/or- effective odor removal in just one wash
- Remove -or- Attack ~~-or- Eliminate~~ -or- Kill -or- Reduce the tough odors, and forget them
- Remove ~~-or- Eliminate~~ -or- Attack -or- Reduce odors for long lasting freshness
- Removes -or- Attacks ~~-or- Eliminates~~ -or- Kills ~~-or-~~ 99.9% of odor-causing bacteria from your clothing
- Removes -or- Attacks -or- Eliminates -or- Kills -or- Reduces -or- common -or- tough odors in everyday clothes -and/or- socks -and/or- pants -and/or- shirts
- Removes -or- Attacks -or- Eliminates -or- Kills -or- Reduces the odors you have struggled with forever
- Removes -or- Attacks -or- Eliminates -or- Kills -or- Reduces tough odor so you don't have to wash [items] multiple times
- Removes -or- Attacks -or- Eliminates -or- Kills -or- Reduces odors
- Removes -or- Attacks -or- Eliminates -or- Kills -or- Reduces [tough] odors at [the] source
- Removes -or- Attacks ~~-or- Eliminates~~ -or- Kills -or- Reduces the stale odors caused by bacteria
- Removes -or- Attacks -or- Eliminates -or- Kills -or- Reduces tough odors [trapped deep inside fibers, ensuring tough odors won't come back]
- Removes -or- Attacks -or- Eliminates -or- Kills -or- Reduces tough odors and leaves freshness
- Removes -or- Attacks ~~-or- Eliminates~~ -or- Kills -or- Reduces [bacteria -and/or- [tough] odors] in [just] 16 min[utes], -and/or- [just] one wash [from **insert use surface(s) from Table 1**]
- Removes -or- Attacks -or- Eliminates -or- Kills -or- Reduces tough odors on contact
- Removes -or- Attacks -or- Eliminates -or- Kills -or- Reduces tough odors the first time, [with] no re-washing
- Removes -or- Attacks ~~-or- Eliminates~~ -or- Kills -or- Reduces your toughest household -and/or- business tough odors
- Removes -or- Attacks ~~-or- Eliminates~~ -or- Kills [99.9% of] odor-causing bacteria
- Removes -or- Attacks -or- Eliminates -or- Kills the -or- those -or- tough[est] odors [trapped] in fabrics
- Removes -or- Attacks -or- Eliminates -or- Kills tough odors as long as you smell the freshness
- Removes ~~-or- Eliminates~~ -or- Attacks -or- Reduces [the most] offensive pet odors [by killing [99.9% of] odor-causing bacteria]
- Removes -or- Eliminates -or- Attacks -or- Reduces [lingering -and/or- musty] odors in -or- on towels -and/or- sheets -and/or- linens [and reduces the bacteria that cause it]
- Removes -or- Eliminates -or- Attacks -or- Reduces [lingering -and/or- tough -and/or- strong] body odors in active and sports wear
- Removes ~~-or- Eliminates~~ -or- Attacks -or- Reduces 99.9% of bacteria [on fabrics -and/or- clothes -or- laundry -or- towels -or- linens -or- sheets -or- activewear]
- Removes -or- Eliminates -or- Attacks -or- Reduces both odor and {99.9% of} odor-causing bacteria
- Removes -or- Eliminates -or- Attacks -or- Reduces odor the first time, every time
- Removes -or- Eliminates -or- Attacks -or- Reduces odors and kills -or- removes {99.9% of} bacteria
- Removes -or- Eliminates -or- Attacks -or- Reduces odors at their source - not just a coverup
- Removes -or- Eliminates -or- Attacks -or- Reduces tough odors [at the source]
- Removes ~~-or- Eliminates~~ -or- Kills 99.9% of odor-causing bacteria
- [Directly] Targets removes -or- eliminates -or- reduces [musty -and/or- bacterial] odors at the source
- Removes -or- stops -or- eliminates -or- attacks odors caused by perspiration -and/or- mustiness -and/or- food -and/or- smoke -and/or- pets -and/or- other strong odors]
- Sanitize your laundry to remove bacteria and odor
- Sanitizes -and/or- softens -and/or- deodorizes
- Sanitizes fabrics -or- laundry stored in laundry room -or- basket
- Sanitizes fabrics by killing bacteria you can't see
- Sanitizes fabrics by killing bacteria in rinse
- Sanitizes without [chlorine] bleach
- Sanitizes your clothes
- Sanitizes your clothes after a sick day
- Soft on clothes -and/or- fabrics -and/or- laundry, tough on bacteria
- Specially formulated to break up odor-causing bacteria
- Strong enough to remove -or- attack -or- eliminate -or- kill -or- reduce tough odors from work garments -and/or- uniforms -and/or- gear
- Sweat on fabrics breeds bacteria. Use on your fabrics to get rid 99.9% of the bacteria and the smell.
- This product is a sanitizer for use in your laundry's rinse cycle [in 16 min[utes]] against **insert organism(s) from Organsim Table**
- This Product is an additive that kills 99.9% of bacteria [even below 30°C -or- 86°F so you can be confident that your laundry is sanitized [and clean with every wash -and/or- every time -and/or- whatever temperature you wash at]
- This product is an additive that kills 99.9% of bacteria [to give your clothes the clean you're looking for]

- [This product] Kills 99.9% of *insert organism(s) from Organism Table* in your laundry [in 16 min[utes]].
- This product removes -or- eliminates -or- kills [99.9% of] tough odor-causing bacteria
- Thoroughly removes -or- eliminates -or- kills [99.9% of] odor-causing bacteria
- True tough odor removal -or- elimination, not just perfume cover-up
- [Unlike laundry detergent] Removes ~~-or- Eliminates~~ -or- Attacks
- or- Reduce} odor-causing bacteria from clothes
- [Unlike laundry detergent] removes -or- eliminates -or- kills {99.9% of} odor-causing bacteria from clothes
- Use for sanitized laundry
- Use this product for comfy -and/or- soft -and/or- adorable -and/or- warm -and/or- happy -and/or- clean sanitized laundry
- Works to remove -or- attack -or- eliminate -or- kill -or- reduce pet odors [by killing {99.9% of} odor-causing bacteria]

Organism Table

Bacteria	ATCC and/or Strain	Contact Time	Washer Type
Klebsiella pneumoniae	[ATCC 4352]	16 min[utes]	HE
Staphylococcus aureus	[ATCC 6538]	16 min[utes]	HE
Klebsiella pneumoniae	[ATCC 4352]	9 min[utes]	TL
Staphylococcus aureus	[ATCC 6538]	9 min[utes]	TL

Cleaning/Miscellaneous Claims

- **\$X** off your next purchase of 41 fl oz of this product
- 100% free from fragrance -or- perfumes and clear of dyes **only to be used for fragrance/dye-free formula**
- A revolutionary laundry deodorizer
- A simple addition to your clean laundry routine
- A simple to use solution that does not harm fabrics and is tough on bacteria
- Active [Wear] Fresh
- Advanced -or- 12-hour [odor -or- freshness] protection
- All that's left is the smell of clean
- Always be the freshest smelling person at your gym
- Bleach Free
- Beach Fresh -and/or- Blue Wave -or- Water[s] -and/or- Clean Lavender -or- Linen -and/or- Seaside Breeze -or- Clean -and/or- Clean -or- Clear -or- Soft Linen -and/or- Simply -or- Purely Clean [Scent -or- Fragrance]
- Blocks odors from setting into fabrics
- Boost the power of your favorite detergent
- Brings fabrics back to fresh
- Buy **X**, Get **W** Free
- Can be used on most fabrics including whites and colors
- Child-Resistant Cap
- Chlorine Free
- Clean -and/or- fresh laundry -and/or- linens -and/or- and -and/or- clothes
- Cleans and Freshens
- Cleans and sanitizes away what you can't see
- Color-safe [guaranteed]
- Complete odor control performance
- Conditions -and/or- softens fabrics
- Confidence that your garments are ready for use
- [Contains 0% -or- free from -or- No] bleach [odor]
- [Contains] 0% bleach[, so it's suitable -or- to -or- for use on -or- with [both] whites -and/or- colors -or- colored -or- clothes]
- Convenient Size
- Deodorize in just one cap[ful]
- Deodorize[s] [clothes]
- Designed -or- formulated to remove -or- eliminate -or- attack -or- reduce [heavy duty -or- tough] odors with Odor control -or- fresh defense technology
- Designed -or- Suitable -or- Formulated for -or- to use on athletic wear -and/or- fabric -and/or- clothes -and/or- garments -and/or- sportswear -and/or- activewear
- Designed to remove -or- attack -or- eliminate -or- kill -or- reduce smoke odors
- Destroys odors and protects synthetic fibers against lingering odors
- Dilutable -or- Easy-to-Use [Pourable -and/or- formula]
- Do away with tough odors -or- bad smells
- Does not alter -and/or- interfere -and/or- harm -and/or- damage -and/or- shape -and/or- fade -and/or- color -and/or- fibers -and/or- softness -and/or- texture [of] clothing -and/or- fabric
- Does not harm the flame-resistant capability of baby's sleepwear
- Does not interfere with the wicking -and/or- moisture -and/or- technology -and/or- absorbency of [high performance] active wear -and/or- sports wear -and/or- gym clothes -and/or- towels
- Don't throw it away [because of bad odors], wash it away
- Easy -or- Convenient -and/or- Simple to Use
- Easy to use dosing cap
- Effective against smoke odors
- Effective malodor control for up to 24 hours
- Eliminate [extra] steps -and/or- time -and/or- products rewashing to remove odor
- Eliminate -or- Remove odors, don't [just] mask them
- Eliminate odors, not the colors
- Eliminates -or- reduces the need to re-wash [line-dried -or- sun-dried -or- hung-up] laundry -and/or- clothing -and/or- fabrics by killing -or- eliminating odor -and/or- mustiness at the source -and/or- trapped in fabrics
- Eliminate the embarrassment of smelly clothing -and/or- towels
- Eliminates the odors that detergents can't -or- don't
- Elite odor elimination
- Enhanced clean made simple
- [Even] For use in [any] cold -or- warm -or- hot water [temperature]
- Even gets rid of smoke smell
- Everyday Fresh
- Extend the life of your garments -and/or- towels -and/or- linens by eliminating odors
- Extends life of fabrics
- Fabric odor eliminator
- Finally a solution for pet odors
- For Guest-ready linens
- [For] Single Dose [use -or- for -or- all washing machine types -or- styles]
- [For] Sportswear -and/or- Athletic wear -and/or- clothes -and/or- laundry -and/or- fabrics -and/or- garments -and/or- Activewear[!]
- For Standard -and/or- H[igh] E[fficiency] Machines
- Free from chlorine -and/or- bleach
- Free of fragrance and clear of dyes **only to be used for fragrance/dye-free formula**
- Free of fragrances -or- scents **only to be used for fragrance/dye-free formula**
- Free Sample
- Fresh [clean] scent
- Fresh meadow sport [scent -or- fragrance]
- Freshens fabrics -and/or- laundry [with every use]
- Freshness without the bleach odors
- From Clorox®, the brand you love
- From Clorox®, the brand you trust
- Gentle on [most -and/or- whites -and/or- light -and/or- dark] clothes
- Gentle on [most] clothes -and/or- delicates -and/or- fabrics
- Gentle on colors, strong on odors
- Gets rid of pet odors
- Gets rid of washing machine odors even in cold water [setting]
- Give your clothes the ultimate Clorox® experience
- Good for **X** More loads
- Good housekeeping seal
- Great for contractors
- Great for food odors
- Great for Milk spills
- Guaranteed to work every time or your money back

- Helps soften your clothes
- Highly Effective musty odor remover
- It's Clorox® Clean[!]
- [Just] add this product to your normal wash[ing] routine -or- after adding your fabric softener
- [Just] add to rinse [cycle -or- routine] -or- [fabric softener] drawer -or- compartment
- Just add to rinse cycle for clean laundry
- Just one wash, and odor is eliminated
- Just-washed freshness
- Keeps your machine and clothing smelling like new
- Laundry odors are no match for Clorox®
- Leaves a light pleasant fragrance
- Leaves fabrics fresh and clean
- Less malodor vs. detergent alone
- Lifts odors and removes them
- Lifts set in odors from Active Wear
- Light fresh scent [that does not over-power you]
- Lightly scented formula
- Limit 1 coupon per purchase; Limit 2 coupons per shopping trip
- Line-dried freshness
- Linen-Fresh
- [Long] Lasting fresh -or- fragrance -or- scent
- [Long] Lasting freshness [beyond the wash]
- Longer lasting freshness over time
- Longer life for your expensive clothes⁵
- Longest lasting scent & odor elimination
- Makes workout gear smell fresh
- Never stink at the gym again [with regular use]
- No color fading [vs. Detergent alone]
- No fear of tough odors with odor protection technology
- No fragrance cover-up, just truly fresh
- No Mess Dosing [Cap]
- No more wet dog smell!
- No overpowering smell -or- fragrance -or- scent
- No rewash to tackle odors
- [No] Splash [Free]
- [No] unnecessary fragrances -or- or -or- perfumes -or- dyes **only to be used for fragrance/dye-free formula**
- Not adding strong -or- masking with scents, just removing tough body -and/or- sweat -and/or- musty odors
- Not for retail sale
- Odor removal you can trust, true clean you can smell
- Patented Fresh -or- Odor Defense Technology
- Patented Odor Removers -or- Removal Delivery [System]
- Pour with confidence -and/or- Splash-less -and/or- Zero -or- No Splash
- Prevents -or- Removes tough odors at the source
- Protect your clothes from embarrassing odors
- Protect your expensive gym fabrics from tough odors with **this product**
- Proven to remove -or- eliminate -or- reduce -or- attack pet -and/or- smoke -and/or- bathroom -and/or- kitchen-and/or- musty-and/or- body odor while leaving behind a fresh -or- no scent
- Proven to work at in rinse cycle temperatures as low as 68°F
- Quick odor removal with ease
- Radiant colors without the odors
- Ready-to-use
- Reduces tough odors in garments without rewashing
- Refer to back for savings coupons
- Refreshens -or- Freshens fabrics [by eliminating odors]
- Regain your soft and fluffy feeling on your towels -and/or- linens -and/or- sheets after wash
- Removes -or- Eliminates -or- Attacks -or- Reduces [lingering -or- hidden] odors [including odors from -or- in -or- on [the -or- your] laundry -and/or- formula -and/or- diaper -and/or- spit-up -and/or- food] left behind by baby -and/or- child[ren] -and/or- kid's messes on [sweaty] gym clothes -and/or- active wear -and/or- sportswear **insert use surface(s) from Table 1** while remaining gentle on the **insert use surface(s) from Table 1**
- Removes -or- Eliminates -or- Attacks -or- Reduces odors and prevents them from reoccurring
- Removes -or- Eliminates -or- Attacks -or- Reduces odors and protects fabrics from odors settling in
- Removes -or- Eliminates -or- Attacks -or- Reduces [body -and/or- foot -and/or- sweat -and/or- perspiration -and/or- sports equipment -and/or- pet -and/or- dog -and/or- bacon grease -and/or- chicken wings -and/or- popcorn -and/or- smoke -and/or- cigarette -and/or- wood -and/or- musty -and/or- stale -and/or- fish -and/or- garlic -and/or- sour milk -and/or- baby spit up] odors on fabrics
- Removes -or- Eliminates -or- Attacks -or- Reduces odors in your clothes in one step
- Removes -or- Eliminates -or- Attacks -or- Reduces set-in sweat odors after one week
- Removes -or- Eliminates -or- Attacks -or- Reduces set-in tough odors stuck in fibers
- Removes -or- Eliminates -or- Attacks -or- Reduces smoke odors ~~even on clothing~~
- Removes -or- Eliminates -or- Attacks -or- Reduces stinky odors from ~~washing machine and~~ clothes
- Removes -or- Eliminates -or- Attacks -or- Reduces the source of odor so that clothes stay fresh
- Removes -or- Eliminates -or- Attacks -or- Reduces the toughest invisible "stain" odor
- Removes -or- Eliminates -or- Attacks -or- Reduces tough odors [completely]
- Removes -or- Eliminates -or- Attacks -or- Reduces tough odors from sweat -and/or- dampness -and/or- pets
- Removes -or- eliminates -or- neutralizes -or- attacks -or- reduces -or- powers through tough -and/or- stubborn -and/or- sports -and/or- sweat -and/or- workout -and/or- body -and/or- odors -and/or- stink -and/or- smells
- Removes -or- Eliminates the [toughest] odors in just one wash
- Removes static cling from fabrics
- Removes stiff-feeling on fabric
- Rest peacefully knowing your linens will smell fresh
- Rewear and Reuse with confidence
- Rids sports[wear] -and/or- synthetic -and/or- fabrics -and/or- cotton -and/or- lycra -and/or- microfiber -and/or- nylon -and/or- polyester of smelly -and/or- body -and/or- odors
- Safe on black garments
- Safe to -or- for use on **insert fabric material(s) from Table 3**
- Safe to use on [Active] synthetic color fibers
- Safe to use on all [linen] towel colors
- Safe to use on all color loads
- Safe to use on washable fabrics[:] cotton, lycra, microfiber, nylon, polyester, spandex

- Safe to use on washable fabrics including ***insert fabric material(s)*** ***from Table 3***
- Sample Trial Size
- Save **X%**
- See how to use -or- [[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [this product]] -or- [how-to] tips -or- [how-to [-use]] videos] -or- Scan here [to learn how to use] -or- [to learn more] -or- [for simple -or- easy instructions]][(Data rates may apply)]
- Seeks out and neutralizes tough odors[—all the way down to the fibers where the tough odors are trapped]
- [Sensitive -and/or- Gentle] laundry formula for clothes
- Smell fresh and clean always
- Smells fresh always -or- anytime
- Smells fresh between washes³
- Smells fresh during use³
- Smells fresh even after use³
- Smells fresh the more you use it [as directed]
- Smells like it did after the first wash
- Smells like the first time, new
- So the fabric is refreshed down to the fibers
- Softens fabrics
- Solve the odor that detergents -and/or- fabric softeners -and/or- scent boosters mask
- Spring Cotton fragrance -or- scent
- Stays smelling fresh and without odors
- Stays smelling fresh between washes
- Stays smelling fresher longer
- Strong against malodor on clothes
- Strong odor removal [to leave -or- leaving behind true freshness]
- Strong on tough odors, leaving a light enjoyable scent
- Suitable -or- Designed -or- Formulated for -or- to use on sweat -and/or- moisture -and/or- wicking -and/or- technology -and/or- fabrics -and/or- fibers -and/or- clothing -and/or- active wear -and/or- sportswear -and/or- gym clothes -and/or- [sports] uniforms -and/or- yoga pants -and/or- [gym] shorts -and/or- shirts -and/or- tank tops -and/or- socks -and/or- sports bras -and/or- clothing -and/or- clothes with sweat -and/or- moisture -and/or- wicking -and/or- technology
- Suitable [to -or- for] use on [most] fabrics -and/or- baby's -or- kid's clothes -and/or- whites -and/or- colors
- Suitable for both H[igh] E[fficiency] -and/or- regular -and/or- conventional washers -or- [washing] machines
- Suitable on -or- for [most] fabrics
- Tackles even the toughest odors like sweat -or- pets [at the source]
- Tackles stubborn odors from food -and/or- wet pets -and/or- long runs -and/or- durians
- Targets body and sweat odors
- Targets musty stinky towel odors
- The ultimate clean in only one wash
- [Thick and] Easy [to] Pour [bottle -or- container -or- formula]
- [This product is] specially formulated to remove -or- inhibit -or- prevent -or- control -or- neutralize -or- musty odors [especially -or- during the rainy season -or- when clothes are line dried -or- when clothes are not fully dried -or- when clothes are fully dried]
- [To deodorize] Use just one -or- 1 capful
- Tough on odors[, gentle on clothes]
- Towels will smell fresh again!
- True odor removal, Not a scent cover-up
- Trusted by [generations of] moms for over ***insert number*** years
- Trusted by Moms
- Unique Design
- Unlock Freshness
- Unlocks sweat odors from deep synthetic fibers
- [Use] Clorox® Odor care -or- ***this product*** for your baby's clothes
- Unscented ***only to be used for fragrance/dye-free formula***
- Use [on fabrics] where bacteria can linger -or- dwell[, leaving behind a light fresh scent of clean]
- Use with your favorite detergent for a Complete Clean
- Washing your sports gear multiple times? Save time and money and remove bacteria at the source [the first time]
- Weeks of freshness [when used regularly as directed]
- When you wash [your laundry] at temperatures below -or- **X°C** -or- 60°C -or- **X°F** -or- 140°F -or- in warm water, bacteria can -or- could survive, and can -or- could be transmitted between garments -and/or- clothes in the same wash -or- load
- Will not harm fabrics
- With **X%** Free Bonus
- With [patented] odor control -and/or- eliminating -or- eliminator -or- neutralization -and/or- technology
- Works [effectively -or- even] at -or- in low temperatures -and/or- cold water
- Works in “Quick wash” washer setting
- Works in H[igh] E[fficiency] and standard machines
- You'll know this product is working when your fabrics smell [truly] clean and fresh

Table 1 Use Surfaces

- | | | |
|---|---|---|
| <ul style="list-style-type: none">• Active Wear• Baby clothes• [Baby -or- Kid's] clothes• Bath Rugs• [Bed[ding]] sheets• Blouses• Cotton garments -and/or- clothes• Cotton/Polyester blend -and/or- garments -and/or- clothes• Damp clothes• Delicates• [Gym -and/or- Sports -and/or- clothes] garments | <ul style="list-style-type: none">• Jeans• Kitchen towels• Men's outdoor work clothes• [Moist -and/or- Sweaty -and/or- Musty] clothes -and/or- fabrics• Onesies• Pajamas• Pants• [Pet] linens• Scrubs• Shirts• Socks• Sport Uniforms | <ul style="list-style-type: none">• Sweaty clothes• Swimwear• Teenager musty gym bag• Textiles• Towels [used for clean up]• Travel Laundry• Undergarments• Underwear |
|---|---|---|

Table 2 Use Sites

- | | | |
|---|--|--|
| <ul style="list-style-type: none">• Condominiums• Dorm[itorie]s• Elder care facilities• Hotels | <ul style="list-style-type: none">• House[hold]s• Laundry [Rooms]• Military Installations• Motels | <ul style="list-style-type: none">• Resorts• Timeshares• Universities• Washing Machines |
|---|--|--|

Table 3 Fabric Material(s)

- | | | |
|--|---|--|
| <ul style="list-style-type: none">• Cotton• Polyester• Nylon | <ul style="list-style-type: none">• Spandex• Rayon | <ul style="list-style-type: none">• Lycra• Microfiber |
|--|---|--|

Alternate Brand Names (ABNs)

Clorox® OdorStrike™ Odor Remover
Clorox® OdorStrike™ Laundry Sanitizer
Clorox® Laundry Sanitizer

Footnotes

- | | |
|--|---|
| <p>¹ Klebsiella pneumonia</p> <p>² Staphylococcus aureus</p> <p>³ when using this product as directed</p> | <p>⁴ 1 cap for HE washers; 5 caps for non-HE washer</p> <p>⁵ based on consumers throwing away bad smelling clothes</p> <p>⁶ when used according to the sanitization directions for use</p> |
|--|---|